Index to Volume 64

Subject Index

ADVERTISING

A Content Analysis of Visuals Used in Print Media Advertising (Sandra Moriarty), 64:550-554.

Consumer Response to Seagram's Equivalency TV Ad Campaign (Lauren Tucker, Roxanne Hovland and Gary Wilcox), 64:834-38.

Female Roles in Radio Advertising (Gary Warren Melton and Gilbert L. Fowler, Jr.), 64:145-149.

The Cross Elasticity of Demand for National Newspaper Advertising (John C. Busterna), 64:346-51.

The Information Content of Comparative Magazine Ads: A Longitudinal Study (Linly Chou, George R. Franke and Gary B. Wilcox), 64:119-24.

AUDIENCE ANALYSIS

Different Questions, Different Answers? Media Use and Media Credibility (Tony Rimmer and David Weaver), 64:28-36.

Ethnic Concentration as a Predictor of Media Use (Pamela J. Shoemaker, Stephen D. Reese, Wayne Danielson and Kenneth Hsu), 64:593-97.

Gender and Readership of Heads in Magazine Ads (David A. Wesson and Eileen Stewart), 64:189-93.

How Viewing of MTV Relates to Exposure to Other Media Violence (James R. Walker), 64:756-62.

Media Choices for Specialized News (Herbert H. Howard, Edward Blick and Jan P. Quarles), 64:620-23.

Sources for Health Care Information in Two Small Communities (Joey Reagan and Janay Collins), 64:560-63.

Television News and Audience Selectivity (Daniel G. McDonald and Stephen D. Reese), 64:763-68.

VCR Owners' Use of Pay Cable Services (Michael J. Murray and Sylvia E. White), 64:193-95.

COMMUNICATION EFFECTS

Effect of Debate Exposure on Evaluation of 1984 Vice-Presidential Candidates (William L. Rosenberg and William R. Elliott), 64:55-64.

Effects of 'Good News' and 'Bad News' on Newscast Image and Community Image (Mary-Lou Galician and Norris D. Vestre), 64:399-405.

Effect of Use of Metro Dailies on Knowledge Gap in Small Towns (Phillip J. Tichenor, Clarice N. Olien and George A. Donohue), 64:329-36.

How Media Use During Campaign Affects the Intent to Vote (J. David Kennamer), 64:291-300.

How Voice Reports, Actualities Affect Recall of Radio News (Lionel Grady), 64:587-90.

The 1985 Philadelphia Newspaper Strike: A Uses and Gratifications Study (William R. Elliott and William L. Rosenberg), 64:679-87.

COMMUNICATION THEORY

Newspaper Credibility and Relationships of Newspaper Journalists to Communities (Cecilie Gaziano and Kristin McGrath), 64:317-28.

Relation Between Attribution Specificity and Accessibility to News Sources (Mark A. Algraawi and Hugh M. Culbertson), 64:799-804.

The Communication of Public Opinion (Carroll J. Glynn), 64:688-97.

COMMUNICATOR ANALYSIS

An Analysis of Writing Coach Programs on American Daily Newspapers (Ray Laakaniemi), 64:569-75.

Changing Profiles of News Directors of Radio and TV Stations, 1972-1986 (Vernon A. Stone), 64:745-49.

Communication Practices of Journalists: Interaction with Public, Other Journalists (Judee K. Burgoon, Michael Burgoon, David B. Buller and Charles K. Atkin), 64:125-32.

Credibility of Newspaper Opinion Polls: Source, Source Intent and Precision (Michael

B. Salwen), 64:813-19.

Invisible Power: Newspaper News Sources and the Limits of Diversity (Jane Delano Brown, Carl R. Bybee, Stanley T. Wearden and Dulcie Murdock Straughan), 64:45-54.

Journalist Wanted: Trade-Journal Ads as Indicators of Professional Values (Susan Caudill, Ed Caudill and Michael W. Singletary), 64:576-80.

Mortality Among Swedish Journalists (Anna-Karin Furhoff and Lars Furhoff), 64:533-36.

News Reporting: Method in the Midst of Crisis (Elise Keoleian Parsigian), 64:721-30.

Newspaper Business News Staffs Increase Markedly in Last Decade (J. T. W. Hubbard), 64:171-77.

Public Accountability or Public Relations? Newspaper Ombudsmen Define Their Role (James S. Ettema and Theodore L. Glasser), 64:3-12.

The Credible Scientific Source (Sharon Dunwoody and Michael Ryan), 64:21-27.

CONTENT ANALYSIS

A Content Analysis of Press Views of Darwin's Evolutionary Theory, 1860-1925 (Ed Caudill), 64:782-86.

A Content Analysis of Visuals Used in Print Media Advertising (Sandra E. Moriarty), 64:550-54.

A 40-Year Portrait of Industry on Prime-Time Television (Nick Trujillo and Leah R. Ekdom), 64:368-77.

Alternative Newspapers and Mobilizing Information (Douglas W. Stanfield and James B. Lemert), 64:604-07.

Coverage of Developmental News by Developed and Developing Media (Christine Ogan), 64:80-87.

Effect of Monopoly in Cleveland and Diversity of Newspaper Content (Maxwell McCombs), 64:740-44.

Environmental Reporting: Shift from 1970 to 1982 (Erick Howenstine), 64:842-46.

Growth and Conflict Reporting in One Community from 1945 to 1985 (Kim A. Smith), 64:820-25.

Local TV News and the Good-Bad Dyad (Gerald Stone, Barbara Hartung and Dwight Jensen), 64:37-44.

News from Three Worlds in Prestige U.S. Newspapers (W. James Potter), 64:73-79.

Portrayal of Families on Prime-Time TV: Structure, Type and Frequency (Thomas Skill, James D. Robinson and Samuel P. Wallace), 64:360-67.

Sexism on MTV: The Portrayal of Women in Rock Videos (Richard C. Vincent, Dennis K. Davis and Lilly Ann Boruszkowski), 64:750-55.

Television's Professional Women: Working with Men in the 1980s (Diana C. Reep and Faye H. Dambrot), 64:376-381.

The Effect of IntraCity Competition on Daily Newspaper Content (Stephen Lacy), 64:281-290.

The Effect of Growth of Radio on Newspaper Competition, 1929-1948 (Stephen Lacy), 64:775-81.

The Portrayal of Corporate Crime in Network Television Newscasts (Donna M. Randall), 64:150-53.

The Summit as War: How Journalists Use Metaphors (Clement Y. K. So), 64:623-26.

Three Olympiads: A Comparison of *Pravda* and the Washington *Post* (Elisabeth Schillinger and Joel Jenswold), 64:826-33.

Traits of Perpetrators and Receivers of Antisocial and Prosocial Acts on TV (W. James Potter and William Ware), 64:382-91.

TV Guide: Images of the Status Quo, 1970-79 (Jean E. Dye and Mark Harmon), 64:626-29.

CIRCULATION

Effects of Targeted Sales Messages on Subscription Sales and Retention (Glenn Gamst, Tim Alldridge and Steve Bush), 64:463-72.

Predicting Newspaper Circulation After Consolidation (William B. Blankenburg), 64:585-88.

ETHICS

Deciding the Limits of Taste in Editorial Cartooning (Daniel Riffe, Donald Sneed and Roger L. Van Ommeren), 64:607-10.

How Managing Editors View and Deal with Newspaper Ethical Issues (Douglas Anderson), 64:341-45.

Self-Regulation Broadcasting Revisited (Bruce A. Linton), 64:483-90.

The Right to Know vs. the Right of Privacy: Newspaper Identification of Crime Victims (Rita Wolf, Tommy Thomason and Paul LaRocque), 64:503-507.

EDUCATION IN JOURNALISM

AEJMC Presidential Address (Sharon M. Murphy), 64:942-44.

A Comparison of Career Attitudes of News-Editorial and Ad-PR Students (Ron F. Smith), 64:555-59.

Broadcast Journalists' Education in a Metropolitan Setting (Charles R. Bantz and Robert J. McFarlin, Jr.), 64:610-13.

Value System Changes by Students as Result of Media Ethics Course (Stuart H. Surlin), 64:564-68.

GATEKEEPING

Three Newsgathering Perspectives for Covering an Execution (John S. Detweiler), 64:454-62.

TV News Sources and News Channels: A Study in Agenda Building (Dan Berkowitz), 64:508-13.

Regression Analysis of State Role in Press Economics (Robert G. Picard), 64:846-50.

The 98th Congress and Freedom of Information Issues (Robert G. Picard), 64:617-20.

HISTORY AND BIOGRAPHY

A Content Analysis of Press Views of Darwin's Evolution Theory, 1860-1925 (Ed Caudill), 64:782-86.

Battling Censors, Chiding Home Office: Harrison Salisbury's Russian Assignment (Don Grierson), 64:313-16.

'Dear Companion, Every-Ready Co-Worker:' A Woman's Role in a Media Dynasty (Susan Henry), 64:301-12.

F.D.R. Wins (and Loses) Journalist Friends in the Rising Age of News Interpretation (Betty Houchin Winfield), 64:698-706.

Hawks or Doves: Texas Press and Spanish-American War (Marin Olasky), 64:205-08.

How Excess Profits Tax Brought Ads to Black Newspapers in World War II (Mary Alice Sentman and Patrick S. Washburn), 64:769-74.

Politics and Radio in the 1924 Campaign (Dave Berkman), 64:422-28.

Space Race Propaganda: U.S. Coverage of the Soviet Sputniks in 1957 (Cheryl L. Marlin), 64:544-49.

The Body Politics: The Changing Shape of Uncle Sam (Thomas H. Bivins), 64:13-20.

Weekly Editors in 1900: A Quantitative Study of Demographic Characteristics (Jean Folkerts and Stephen Lacy), 64:429-33.

INTERNATIONAL COMMUNICATION

American TV in the Philippines: A Test of Cultural Impact (Alexis S. Tan, Gerdean K. Tan and Alma S. Tan), 64:65-72.

Australia and Australians: View from the New York *Times* (Kevin W. J. McCracken), 64:183-87.

Coverage of Developmental News by Developed and Developing Media (Christine Ogan), 64:80-87.

Death and Funeral Ads in the Nigerian Press (Charles Okigbo), 64:629-33.

Developments in Soviet Journalism (Philip Gaunt), 64:525-32.

Effect of U.S.-India Relations on New York *Times* Coverage (Jyotika Ramaprasad and Daniel Riffe), 64:537-43.

International News Photos in U.S. and Canadian Papers (Roy E. Blackwood), 64:195-99.

Labels Used to Define Central American Situation (John Sumser), 64:850-53.

'Not This Way Please!' Regulating the Press in Nazi Germany (Robert G. Young), 64:787-792.

Reform of the German Press System (Norbert Frei), 64:793-98.

The Image Gap: How International News Affects Perceptions of Nations (David K. Perry), 64:416-21.

LAW

A Survey of Photojournalists and Their Encounters with the Law (Michael D. Sherer), 64:499-502.

Copyright and New Technology: Implications for Audiovisual Works (Janay Collins), 64:94-98.

Fair Press or Trial Prejudice? Perceptions of Criminal Defendants (Regina Ganelle Sherard), 64:337-340.

Free-Lancers and 'Work Made for Hire,' (George E. Stevens), 64:187-89.

How Texas Journalists View Status of FOI Act (Lawrence C. Sutherland), 64:202-08.

Libel and the Opinion Writer: The Fact-Opinion Distinction (Harry W. Stonecipher and Don Sneed), 64:491-98.

Media Tort Liability for Physical Harm (Robert E. Drechsel), 64:99-105.

Media Defamation and the Free-Lance Writer (George E. Stevens), 64:601-04.

Prior Restraint on Photojournalists (Caroline Dow), 64:88-93.

'Official Conduct' and the Actual Malice Rule (George E. Stevens), 64:857-60.

Prosecutors' Use of External Agendas in Prosecuting Pornography Cases (David Pritchard, Jon Paul Dilts and Dan Berkowitz), 64:392-98.

The Dynamics of Expression Under the State Constitutions (Robert F. Copple), 64:106-113.

Unshackled by Unwilling: Public Broadcasting and Editorializing (Howard M. Kleiman), 64:707-713.

Update on Scale Analysis of Supreme Court Cases (Guido H. Stempel III), 64:860-61.

MEDIA MANAGEMENT AND OWNERSHIP

Effect of Monopoly in Cleveland on Diversity of Newspaper Content (Maxwell McCombs), 64:740-44.

The Effect of Intracity Competition on Daily Newspaper Content (Stephen Lacy), 64:281-90.

The Effect of Growth of Radio on Newspaper Competition, 1929-1948 (Stephen Lacy), 64:775-781.

TV News Director' Perceptions of Station Management Style (R.C. Adams and Marjorie J. Fish), 64:154-62.

METHODOLOGY — RESEARCH

Applying Fiction Conflict Situation to Analysis of News Stories (Hunter P. McCartney), 64:163-70.

How Comics and Cartoons View Public Opinion Surveys (Tom W. Smith), 64:208-11.

Post-Card Questionnaires May Boost Response Rate (Robert C. Kochersberger Jr.), 64:861-63.

Research About Magazines Appearing in *Journalism Quarterly* (Peter Gerlach), 64:178-82.

Use of Polls in Reporting Changes Slightly Since 1978 (David Pearce Demers), 64:839-42.

MINORITIES AND COMMUNICATION

Ethnic Concentration as Predictor of Media Use (Pamela J. Shoemaker, Stephen D. Reese, Wayne Danielson and Kenneth Hsu), 64:593-97.

Minorities and Journalism: Career Orientations Among High School Students (Judee K. Burgoon, Michael Burgoon, David B. Buller, Ray Coker and Deborah Coker), 64:434-443.

Puerto Rican Leaders' Views of English-Language Media (Pia Nicolini), 64:597-601.

PHOTOJOURNALISM

A Survey of Photojournalists and Their Encounters with the Law (Michael D. Sherer), 64:499-502.

"International News Photos in U.S. and Canadian Papers (Roy E. Blackwood), 64:195-99.

Professionalism and Awards in Television News Photography (Conrad Smith and Tom Hubbard), 64:352-59.

POLITICAL COMMUNICATION

Apparent Impact of Endorsements by Group and Independent Newspapers (Kenneth Rystrom), 64:449-53.

Impact of Radio Ads on New Mexico Mayoral Races (J. Sean McCleneghan), 64:590-93.

Debate Viewing and Debate Discussion as Predictors of Campaign Cognition (J. David Kennamer), 64:114-18.

How Mayor Candidates Seek Endorsements in New Mexico (Ruth Ann Ragland), 64:199-202.

Effects of Debate Exposure on Evaluation of 1984 Vice-Presidential Candidates (William L. Rosenberg and William R. Elliott), 64:55-64.

How Media Use During Campaign Affects the Intent to Vote (J. David Kennamer), 64:291-300.

The Floating Voter and the Media (Margaret K. Latimer), 64:805-812.

PRESS PERFORMANCE

Four Categories of Change at the Weekly Newspaper (Lea Guenther), 64:863-67.

Large Daily Newspapers Have Improved Coverage of Religion (Ernest C. Hynds), 64:444-48.

Network Evening News Coverage of the TWA Hostage Crisis (Tony Atwater), 64:520-25.

PUBLIC RELATIONS

Organizational Constraints on Corporate Public Relations Practitioners (Michael Ryan), 64:473-82.

Participative vs. Authoritative Public Relations Environments (Michael Ryan), 64:853-57.

TECHNOLOGY

Role of the Newspaper Library in the Production of News (Kathleen A. Hansen, Jean Ward and Douglas M. McLeod), 64:714-20.

TELEVISION

A 40-Year Protrait of the Portrayal of Industry on Prime-Time Television (Nick Trujillio and Leah R. Ekdom), 64:368-375.

Economic News on Network Television (Stephen D. Reese, John A. Daly and Andrew P. Hary), 64:137-144.

Network Evening News Coverage of the TWA Hostage Crisis (Tony Atwater), 64:520-25.

Newspaper Coverage of Proposals for Rate Increase by Electric Utility (David O. Woolverton and Donald Vance), 64:581-85.

Portrayal of Families on Prime-Time TV: Structure, Type and Frequency (Thomas Skill, James D. Robinson and Samuel P. Wallace), 64:360-67.

Television's Professional Women: Working with Men in the 1980s (Diana C. Reep and Faye H. Dambrot), 64:376-381.

The Portrayal of Corporate Crime in Network Television Newscasts (Donna M. Randall), 64:150-53.

Traits of Perpetrators and Receivers of Antisocial and Prosocial Acts on TV (W. James Potter and William Ware), 64:382-391.

TV News Directors' Perception of Station Management Style (R. C. Adams and Marjorie J. Fish), 64:154-162.

Unshackled by Unwilling: Public Broadcasting and Editorializing (Howard M. Kleinman), 64:707-713.

How Anchors, Reporters and Newsmakers Affect Recall and Evaluation of Stories (Larry L. Burriss), 64:514-19.

TYPOGRAPHY AND DESIGN

Maker and Viewer Disagreement in Aesthetics of Visual Composition (Douglas C. Covert), 64:133-36.

Reader Response to Color Halftones and Spot Color in Newspaper Design (Robert H. Bohle and Mario R. Garcia), 64:731-39.

WOMEN AND THE MEDIA

Sex-Role Stereotyping in Writing the News (Judy Vanslyke Turke), 64:613-17.

Author Index

ADAMS, R.C., and MARJORIE J. FISH, TV News Directors' Perception of Station Management Style, 64:154-62.

ALGRAAWI, MBARK A., and HUGH M. CULBERTSON, Relation Between Attribution Specificity and Accessibility to News Sources, 64:799-804.

ALLDRIDGE, TIM, See GAMST.

ANDERSON, DOUGLAS, How Managing Editors View and Deal with Newspaper Ethical Issues, 64:341-45.

ATKINS, CHARLES K., See BURGOON.

ATWATER, TONY, Network Evening News Coverage of the TWA Hostage Crisis, 64:520-25.

BANTZ, CHARLES R., and ROBERT J. MCFARLIN, JR., Broadcast Journalists' Education in a Metropolitan Setting, 64:610-13.

BERKMAN, DAVE, Politics and Radio in the 1924 Campaign, 64:422-28.

BERKOWITZ, DAN, TV News Sources and News Channels: A Study in Agenda Building, 64:508-13.

BERKOWITZ, DAN, See PRITCHARD.

BIVINS, THOMAS H., The Body Politic: The Changing Shape of Uncle Sam, 64:13-20.

BLACKWOOD, ROY E., International News Photos in U.S. and Canadian Papers, 64:195-99.

BLANKENBURG, WILLIAM B., Predicting Newspaper Circulation After Consolidation, 64:585-87.

BLICK, EDWARD, See HOWARD.

BOHLE, ROBERT H., and MARIO GARCIA, Reader Response to Color Halftones and Spot Color in Newspaper Design, 64:731-39.

BORUSZKOWSKI, LILLY ANN, See VINCENT.

BROWN, JANE DELANO, CARL R. BYBEE, STANLEY T. WEARDEN and DULCIE MURDOCK STRAUGHAN, Invisible Power: Newspaper News Sources and the Limits of Diversity, 64:45-54.

BULLER, DAVID B., See BURGOON.

BURGOON, JUDEE K., MICHAEL BURGOON, DAVID B. BULLER and CHARLES K. ATKIN, Communication Practices of Journalists: Interaction with Public, Other Journalists, 65:125-32.

BURGOON, JUDEE K., MICHAEL BURGOON, DAVID R. BULLER, RAY COKER and DEBORAH A. COKER, Minorities and Journalism: Career Orientations Among High School Students, 64:434-43.

BURRISS, LARRY L., How Anchors, Reporters and Newsmakers Affect Recall and Evaluation of Stories, 64:514-19.

BUSH, STEVE, See GAMST.

BUSTERNA, JOHN C., The Cross-Elasticity of Demand for National Newspaper Advertising, 64:346-51.

BYBEE, CARL R., See BROWN.

CAUDILL, ED, A Content Analysis of Press Views of Darwin's Evolution Theory, 1860-1925, 64:782-86.

CAUDILL, SUSAN, ED CAUDILL and MICHAEL W. SINGLETARY, Journalist Wanted; Trade Journal Ads as Indicators of Professional Values, 64:576-80.

CHOU, LINLY, GEORGE R. FRANKE and GARY B. WILCOX, The Information Content of Comparative Magazine Ads: A Longitudinal Analysis, 64:119-24.

COKER, DEBORAH, See BURGOON.

COKER, RAY, See BURGOON.

COLLINS, JANAY, Copyright and New Technology: Implications for Audiovisual Works, 64:94-98.

COLLINS, JANAY, See REAGAN.

COPPLE, ROBERT F., The Dynamics of Expression under the State Constitutions, 64:106-13.

COVERT, DOUGLAS C., Maker and Viewer Disagreement in Aesthetics of Visual Composition, 64:133-36.

CULBERTSON, HUGH M., See ALGRAAWI.

DALY, JOHN A., See REESE.

DAMBROT, FAYE H., See REEP.

DANIELSON, WAYNE A., See SHOEMAKER.

DAVID, DENNIS K., See VINCENT.

DEMERS, DAVID PEARCE, Use of Polls in Reporting Changes Slightly Since 1978, 64:893-42.

DETWEILER, JOHN S., Three Newsgathering Perspectives for Covering an Execution, 64:454-62.

DILTS, JON PAUL, See PRITCHARD.

DONOHUE, GEORGE, See TICHENOR.

DOW, CAROLINE, Prior Restraint on Photojournalists, 64:88-93.

DRESCHEL, ROBERT E., Media Tort Liability for Physical Harm, 64:99-105.

DUNWOODY, SHARON, and MICHAEL RYAN, The Credible Scientific Source, 64:21-27.

DYE, JEAN E., and MARK HARMON, TV Guide: Images of the Status Quo, 1970-79, 64:626-29.

EKDOM, LEAH R., See TRUJILLO.

ELLIOTT, WILLIAM R., and WILLIAM L. ROSENBERG, The 1985 Philadelphia Newspaper Strike: A Uses and Gratifications Study, 64:679-87.

ELLIOTT, WILLIAM R., See ROSENBERG.

ETTEMA, JAMES S., and THEODORE L. GLASSER, Public Accountability or Public Relations? Newspaper Ombudsmen Define Their Role, 64:3-12.

FISH, MARJORIE, J., See ADAMS.

FOLKERTS, JEAN, and STEPHEN LACY, Weekly Editors in 1900: A Quantitative Study of Demographic Characteristics, 64:429-33.

FOWLER, GILBERT L., JR., See MELTON.

FRANKE, GEORGE R., See CHOU.

FREI, NORBERT, Reform of the German Press System, 64:793-98.

FURHOFF, ANNA-KARIN, and LARS FURHOFF, Mortality Among Swedish Journalists, 64:533-36.

GALICIAN, MARY-LOU, and NORRIS D. VESTRE, Effects of 'Good News' and 'Bad News' on Newscast Image and Community Image, 64:399-405.

GAMST, GLENN, TIM ALLDRIDGE and STEVE BUSH, Effects of Targeted Sales Messages on Subscription Sales and Retention, 64:463-72.

GARCIA, MARIO, See BOHLE.

GAUNT, PHILIP, Developments in Soviet Journalism, 64:526-32.

GAZIANO, CECILIE, and KRISTIN MCGRATH, Newspaper Credibility and Relationships of Newspaper Journalists to Communities, 64:317-28.

GERLACH, PETER, Research About Magazines Appearing in *Journalism Quarterly*, 64:178-82.

GLASSER, THEODORE L., See ETTEMA.

GLYNN, CARROLL J., The Communication of Public Opinion, 64:688-97.

GRADY, LIONEL, How Voice Reports, Actualities Affect Recall of Radio News, 64:587-90.

GRIERSON, DON, Battling Censors, Chiding Home Office: Harrison Salisbury's Russian Assignment, 64:313-16.

GUENTHER, LEA, Four Categories of Change at the Weekly Newspaper, 64:863-67.

HANSEN, KATHLEEN A., JEAN WARD and DOUGLAS M. MCLEOD, Role of the Newspaper Library in the Production of News, 64:714-20.

HARDY, ANDREW P., See REESE.

HARMON, MARK, See DYE.

HARTUNG, BARBARA, See STONE.

HENRY, SUSAN, 'Dear Companion, Ever-Ready Co-Worker:' A Woman's Role in a Media Dynasty, 64:301-12.

HOVLAND, ROXANNE, See TUCKER.

HOWARD, HERBERT H., EDWARD BLICK and JAN P. QUARLES, Media Choices for Specialized News, 64:620-23.

HOWENSTINE, ERICK, Environmental Reporting: Shift from 1970 to 1982, 64:842-46.

HSU, KENNETH, See SHOEMAKER.

HUBBARD, J. T. W., Newspaper Business Staffs Increase Markedly in Last Decade, 64:171-77.

HUBBARD, TOM, See CONRAD SMITH.

HYNDS, ERNEST C., Large Daily Newspapers Have Improved Coverage of Religion, 64:444-52.

KENNAMER, J. DAVID, Debate Viewing and Debate Discussion as Predictors of Campaign Cognition, 64:114-18.

KENNAMER, J. DAVID, How Media Use During Campaign Affects the Intent to Vote, 64:291-300.

KLEIMAN, HOWARD M., Unshackled by Unwilling: Public Broadcasting and Editorializing, 64:707-13.

KOCHERSBERGER, ROBERT C., JR., Post-Card Questionnaires May Boost Response Rate, 64:861-63.

JENSEN, DWIGHT, See STONE.

JENSWOLD, JOEL, See SCHILLINGER.

LAAKANIEMI, RAY, An Analysis of Writing Coach Programs on American Daily Newspapers, 64:569-75.

LACY, STEPHEN, The Effect of Intracity Competition on Daily Newspaper Content, 64:281-290.

LACY, STEPHEN, The Effect of Growth of Radio on Newspaper Competition, 1929-1948, 64:775-81.

LACY, STEPHEN, See FOLKERTS.

LAROCQUE, PAUL, See WOLF.

LATIMER, MARGARET K., The Floating Voter and the Media, 64:805-12.

LINTON, BRUCE A., Self-Regulation in Broadcasting Revisited, 64:483-90.

MARLIN, CHERYL L., Space Race Propaganda: U.S. Coverage of the Soviet Sputniks in 1957, 64:544-49.

MCCARTNEY, HUNTER P., Applying Fiction Conflict Situations to Analysis of News Stories, 64:163-70.

MCCLENEGHAN, J. SEAN, Impact of Radio Ads on New Mexico Mayoral Races, 64:590-93.

MCCOMBS, MAXWELL, Effect of Monopoly in Cleveland on Diversity of Newspaper Content, 64:740-44.

MCCRACKEN, KEVIN W. J., Australia and Australians: View from the New York *Times*, 64:183-87.

MCDONALD, DANIEL G., and STEPHEN D. REESE, Television News and Audience Selectivity, 64:736-68.

MCFARLIN, ROBERT J., JR., See BANTZ.

MCGRATH, KRISTIN, See GAZIANO.

MCLEOD, DOUGLAS M., See HANSEN.

MELTON, GARY WARREN and GILBERT L. FOWLER JR., Female Roles in Radio Advertising, 64:145-49.

MORIARTY, SANDRA E., A Content Analysis of Visuals Used in Print Media Advertising, 64:550-54.

MURRAY, MICHAEL J., and SYLVIA E. WHITE, VCR Owners' Use of Pay Cable Services, 64:193-95.

NICOLINI, PIA, Puerto Rican Leaders' Views of English-Language Media, 64:597-601.

OGAN, CHRISTINE, Coverage of Developmental News by Developed and Developing Media, 64:80-87.

OKIGBO, CHARLES, Death and Funeral Ads in the Nigerian Press, 64:629-33.

OLASKY, MARVIN, Hawks or Doves: Texas Press and Spanish-American War, 64:205-08.

OLIEN, CLARICE, See TICHENOR.

PARSIGIAN, ELISE KEOLEIAN, News Reporting: Method in the Midst of Chaos, 64:721-30.

PERRY, DAVID K., The Image Gap: How International News Affects Perceptions of Nations, 64:416-21.

PICARD, ROBERT G., Regression Analysis of State Role in Press Economics, 64:846-50.

PICARD, ROBERT G., The 98th Congress and Freedom of Information Issues, 64:617-20.

POTTER, W. JAMES, News from Three Worlds in Prestige U.S. Newspapers, 64:73-79.

POTTER, W. JAMES, and WILLIAM WARE, Traits of Perpetrators and Receivers of Antisocial and Prosocial Acts on TV, 64:382-91.

PRITCHARD, DAVID, JON PAUL DILTS and DAN BERKOWITZ, Prosecutors' Use of External Agendas in Prosecuting Pornography Cases, 64:392-98.

QUARLES, JAN. P., See HOWARD.

RAGLAND, RUTH ANN, How Mayor Candidates Seek Endorsements in New Mexico, 64:199-202.

RAMAPRASAD, JYOTIKA, and DANIEL RIFFE, Effect of U.S.-India Relations on New York Times Coverage, 64:537-43.

RANDALL, DONNA M., The Portrayal of Corporate Crime in Network Television Newscasts, 64:150-53.

REAGAN, JOEY, and JANAY COLLINS, Sources for Health Care Information in Two Small Communities, 64:560-63.

REEP, DIANA C., and FAYE H. DAMBROT, Television's Professional Women: Working with Men in the 1980s, 64:376-81.

REESE, STEPHEN D., JOHN DALY and ANDREW P. HARDY, Economic News on Network Television, 64:137-44.

REESE, STEPHEN D., See MCDONALD.

REESE, STEPHEN D., See SHOEMAKER.

RIFFE, DANIEL, DONALD SNEED and ROGER L. VAN OMMEREN, Deciding the Limits of Taste in Editorial Cartooning, 64:607-10.

RIFFE, DANIEL, See RAMAPRASAD.

RIMMER, TONY, and DAVID WEAVER, Different Questions, Different Answers? Media Use and Media Credibility, 64:28-36.

ROBINSON, JAMES D., See SKILL.

ROSENBERG, WILLIAM L., and WILLIAM R. ELLIOTT, Effect of Debate Exposure on Evaluation of 1984 Vice-Presidential Candidates, 64:55-64.

ROSENBERG, WILLIAM L., See ELLIOTT.

RYAN, MICHAEL, Organizational Constraints on Corporate Public Relations Practitioners, 64:473-82.

RYAN, MICHAEL, Participative vs. Authoritative Public Relations Environments, 64:853-57.

RYAN, MICHAEL, See DUNWOODY.

RYSTROM, KENNETH, Apparent Impact of Endorsements by Group and Independent Newspapers, 64:449-53.

SALWEN, MICHAEL, Credibility of Newspaper Opinion Polls: Source, Source Intent and Precision, 64:813-19.

SCHILLINGER, ELISABETH, and JOEL JENSWOLD, Three Olympiads: A Comparison of *Pravada* and the Washington *Post*, 64:826-33.

SENTMAN, MARY ALICE, and PATRICK S. WASHBURN, How Excess Profits Tax Brought Ads to Black Newspaper in World War II, 64:769-74.

SHERARD, REGINA GANELLE, Fair Press or Trial Prejudice? Perceptions of Criminal Defendants, 64:337-40.

SHERER, MICHAEL D., A Survey of Photojournalists and Their Encounters with the Law, 64:499-502.

SHOEMAKER, PAMELA J., STEPHEN D. REESE, WAYNE DANIELSON and KENNETH HSU, Ethnic Concentration as Predictors of Media Use, 64:593-97.

SINGLETARY, MICHAEL, See CAUDILL.

SKILL, THOMAS, JAMES D. ROBINSON and SAMUEL P. WALLACE, Portrayal of Families on Prime-time TV: Structure, Type and Frequency, 64:360-67.

SMITH, CONRAD, and TOM HUBBARD, Professionalism and Awards in Television News Photography, 64:352-59.

SMITH, KIM A., Growth and Conflict Reporting in One Community from 1945 to 1985, 64:820-25.

SMITH, RON F., A Comparison of Career Attitudes of News-Editorial and Ad-PR Students, 64:555-59.

SMITH, TOM W., How Comics and Cartoons View Public Opinion Surveys, 64:208-11.

SNEED, DONALD, See RIFFE.

SNEED, DONALD, See STONECIPHER.

SO, CLEMENT Y. K., The Summit as War: How Journalists Use Metaphors, 64:623-26.

STANFIELD, DOUGLAS, and JAMES B. LEMERT, Alternative Newspapers and Mobilizing Information, 64:604-07.

STEMPEL, GUIDO H., III, Update on Scale Analysis of Supreme Court Cases, 64:860-62.

STEVENS, GEORGE E., Free-Lancers and the 'Work Made for Hire,' 64:187-89.

STEVENS, GEORGE E., Media Defamation and the Free-Lance Writer, 64:601-04.

STEVENS, GEORGE E., 'Official Conduct' and the Actual Malice Test, 64:857-60.

STEWART, EILEEN, See WESSON.

STONE, GERALD, BARBARA HARTUNG and DWIGHT JENSEN, Local TV News and the Good-Bad Dyad, 64:37-44.

STONE, VERNON A., Changing Profiles of News Directors of Radio and TV Stations, 1972-1986, 64:745-49.

STONECIPHER, HARRY W., and DON SNEED, Libel and the Opinion Writer: The Fact-Opinion Distinction, 64:491-98.

STRAUGHAN, DULCIE MURDOCH, See BROWN.

SUMSER, JOHN, Labels Used to Define Central American Situation, 64:850-53.

SURLIN, STUART H., Value System Changes by Students as Result of Media Ethics Course, 64:564-68.

SUTHERLAND, LAWRENCE C., How Texas Journalists View Status of FOI Act, 64:202-05.

TAN, ALEXIS S., GERDEAN K. TAN and ALMA S. TAN, American TV In Philippines: A Test of Cultural Impact, 64:65-72.

TANKARD, JAMES W., JR., Quantitative Graphics in Newspapers, 64:406-15.

THOMASON, TOMMY, See WOLF.

TICHENOR, PHILLIP J., CLARICE N. OLIEN and GEORGE A. DONOHUE, Effect of Use of Metro Dailies on Knowledge Gap in Small Towns, 64:329-36.

TRUJILLO, NICK, and LEAH R. EKDOM, A 40-Year Portrait of the Portrayal of Industry on Prime-Time Television, 64:368-75.

TUCKER, LAUREN, ROXANNE HOVLAND and GARY WILCOX, Consumer Response to Seagram's Equivalency TV Ad Campaign, 64:834-38.

TURK, JUDY VANSLYKE, Sex-Role Stereotyping in Writing the News, 64:613-17.

VANCE, DONALD, See WOOLVERTON.

VAN OMMEREN, ROGER L., See RIFFE.

VESTRE, NORRIS D., See GALICIAN.

VINCENT, RICHARD C., DENNIS K. DAVIS and LILLY ANN BORUSZKOWSKI, Sexism on MTV: The Portrayal in Rock Videos, 64:750-55.

WALKER, JAMES R., How Viewing of MTV Relates to Exposure to Other Media Violence, 64:756-62.

WALLACE, SAMUEL T., See SKILL.

WARD, JEAN, See HANSEN.

WARE, WILLIAM, See POTTER.

WASHBURN, PATRICK S., See SENTMAN.

WEARDEN, STANLEY T., See BROWN.

WEAVER, DAVID, See RIMMER.

WESSON, DAVID A., and EILEEN STEWART, Gender and Readership of Heads in Magazine Ads, 64:189-93.

WHITE, SYLVIA E., See MURRAY.

WILCOX, GARY B., See CHOU.

WILCOX, GARY B., See TUCKER.

WINFIELD, BETTY HOUCHIN, F.D.R. Wins (and Loses) Journalist Friends in the Rising Age of News Interpretation, 64:698-706.

WOLF, RITA, TOMMY THOMASON and PAUL LAROCQUE, The Right to Know vs. the Right of Privacy: Newspaper Identification of Crime Victims, 64:503-07.

WOOLVERTON, DAVID O. and DONALD VANCE, Newspaper Coverage of Proposals for Rate Increases by Electric Utility, 64:581-84.

YOUNG, ROBERT G., 'Not This Way Please!' Regulating the Press in Nazi Germany, 64:787-92.